

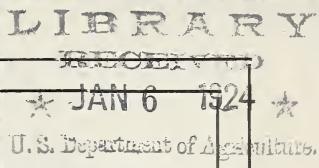
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DeLue's Judith New Wonder Strawberry



STRAWBERRY SEEDLING BED ON THE DELUE EXPERIMENTAL FARM

ORIGINATED AND DEVELOPED AT
THE DELUE EXPERIMENTAL FARM
NEEDHAM, MASS.

DELUE'S JUDITH

HISTORY

About eighteen years ago I took up the study of strawberry growing, and starting with the most popular varieties, I soon discovered why the city dweller never has the opportunity of eating really fine strawberries.

The great bulk of the strawberry industry is carried on by the commercial grower, and so the market for plant production has been dominated by him. He demands first of all that a berry be sufficiently firm for shipping so as to arrive at the market in good condition.

Practically all the berries of high quality until recently have been soft, and consequently poor shippers. As a result, berries of high quality are kept out of the market.

It was with this idea in mind of combining the good points of those varieties popular with the commercial grower and the home grower that I took up the work of developing a variety which would satisfy the most exacting palate and which would answer all the requirements of one who finds it necessary to ship long distances to the city.

Starting with some thirty odd varieties, I have originated seven thousand, and by careful selection during all these years, have discarded all but about fifty varieties which are very promising, and out of this number the only two that I have exhibited have been awarded silver medals by the Massachusetts Horticultural Society. These I have named "DeLue's Judith" and "DeLue's Venia."

AWARDS

DeLue's Judith was awarded a silver medal in 1915, and since then three first prizes by the same society. The past season it was the first native berry to arrive in the Boston market, and brought in the open market one dollar per quart wholesale, while the best of the New York and New Jersey berries were selling for thirty-five and forty cents retail. This is the highest price ever obtained for a berry at wholesale in the Boston market.

DESCRIPTION

The Judith is a bi-sexual or perfect flowering plant. It is the earliest, as well as one of the latest, and one of the five most productive out of the seven thousand varieties.

It is very large, and carries its size throughout the whole season, making it especially valuable for the home garden. The color is deep red all through; the seeds are small and bright yellow; the shape is that of a truncated cone. The flavor is unsurpassed. It is sweet and juicy, and the berry is so firm as to allow its being dropped from a height of four feet from the hand to the floor, without injury.



The flesh is fine grained and without core; the stems are stout enough to bear up well the large clusters of berries; the foliage, of a medium light green, is strong and healthy and remains so after fruiting. It is tall enough to cover the blossoms, thereby protecting them from frost. The runners are strong and root easily, forming abundantly enough to fill the row completely.

After subjection to continuous tests in this manner for a period of thirteen years, one supreme berry out of seven thousand varieties has been found that will satisfy the family gardener as well as the commercial grower, and will please the most exacting palate.

The Judith has come to take the place of the once popular Marshal strawberry, because it is equally as large, ripens two weeks earlier, retains its large size better through the whole season, which is much longer; it is much more productive, and will thrive on very much lighter soil.

CULTURE

Use old land which has not been in sod for at least two years, otherwise the plants will be destroyed by the white grubs which eat the roots.

Apply well rotted cow manure to the land and plow under as early in the spring as possible. Spread broadcast a good covering of bonemeal or superphosphate, and harrow thoroughly into the soil.

Mark out lines three and one-half to four feet apart, and after trimming the ends of the roots of the plants, set out plants one to three feet apart in the lines. The heavier the soil, and the earlier plants are set out, the farther apart they may be planted.

Planting may best be done by plunging a spade into the soil to the required depth and pushing so as to make a wedge-shaped opening. A plant is then taken from moist bag or basket; the roots are spread out fan-shaped and placed flat against the moist earth to such a depth that when the spade is withdrawn and earth pressed back against the exposed surface of the roots, the crown, or part of the plant from which the leaves are sent out, just projects above the surface.

A WORD OF CAUTION

Blossoms should be picked off as soon as formed so that the plants will not be exhausted the first season by fruit bearing. A few plants may be allowed to bear fruit for purpose of testing.

When cultivating, great caution should be exercised not to cover over the crowns with earth, and after the first or second cultivation, it will be well to go over the entire patch to see that the earth is firmed around the crowns.

CULTIVATION

A fine mulch of earth should be preserved around the plants by frequent cultivation, and particular care should be taken to see that weeds do not start around the crowns. Should they once start, hand weeding will be necessary and this is apt to loosen the roots and check the growth. When runners begin to form, they should be so placed about the mother plants that when they strike root, they will not stand nearer than six to seven inches to any other plant.

When the ground is fully covered except for an aisle of one foot width between the rows, all new runners should be clipped off so as to allow the strength to go to those already rooted. Cultivation should be continued as late in the fall as possible.

WINTER PROTECTION

Just as soon as the ground begins to crust over, a layer of some loose stuff, such as straw or corn stalks, should be applied, just sufficient to cover the leaves from sight. This covering should be removed in the spring before the crowns begin to turn yellow from bleaching.

SALE OF PLANTS

This New Wonder Strawberry, "DeLue's Judith," which has attained the same high standard as DeLue's Golden Giant Sweet Corn, will be ready for distribution in the spring of 1920. These plants are obtainable only from the originator.

PRICES:

Potted plants One dozen plants \$2.50 Fifty plants \$9.00 Hundred plants \$15.00

Orders over 1 doz., if wanted by parcel post, should be accompanied by postage.

THE DeLUE EXPERIMENTAL FARM

NEEDHAM, MASS.